

STATE OF NEW JERSEY
Office of the Attorney General
Department of Law and Public Safety
Division of Gaming Enforcement

Petition of Bally's Park Place, Inc. d/b/a Bally's
Bally's Atlantic City; Boardwalk Regency
Corporation d/b/a Caesars Atlantic City; Harrah's
Atlantic City Operating Company, LLC; d/b/a
Harrah's Resort Atlantic City and Showboat
Atlantic City Operating Company, LLC
d/b/a Showboat Casino Hotel for Consumer
Alcoholic Beverage Tasting Permits Pursuant to
N.J.A.C. 13:69I-5.3 and Any Other
Approvals Necessary to Conduct the
2011 Atlantic City Food and Wine Festival

ORDER
PRN 1741103

Pursuant to their Petition (PRN 1741103), filed on behalf of Bally's Park Place, Inc. d/b/a Bally's Atlantic City ("Bally's"), Boardwalk Regency Corporation d/b/a Caesars Atlantic City ("Caesars"), Harrah's Atlantic City Operating Company, LLC d/b/a Harrah's Resort Atlantic City ("Harrah's") and Showboat Atlantic City Operating Company, LLC d/b/a Showboat Casino Hotel ("Showboat"), Petitioners seek Consumer Alcoholic Beverage Tasting Permits, pursuant to *N.J.A.C.* 13:69I-5.3, and any other regulatory approvals necessary to conduct their 2011 Atlantic City Food and Wine Festival ("Festival").

The Festival is a four day event (Thursday July 28, 2011 through Sunday July 31, 2011) showcasing food, wine, celebrity chefs, culinary personalities, winemakers and spirits producers. The Festival is comprised of two elements. The first element is the main exhibition and exposition to be held at Bally's showcasing food and wine, and items related to food and wine. Tastings will be held at this location. The second element of the Festival will consist of eighteen (18) ancillary

events which include dinners, tasting events, cooking seminars and “meet-and-greets” with featured chefs.

Having considered the relevant provisions of the Casino Control Act, *N.J.S.A. 5:12-1 et seq.*, I hereby ORDER that the Petition be granted and a Consumer Alcoholic Beverage Tasting Permit (**2011-187-TS**) be issued to Petitioners authorizing the following events:

1. **Food Network Kick-Off Party** (Harrah’s)
The Pool at Harrah’s
Thursday, July 28, 2011
10 pm to 1 am
2. **The Grand Market** [Trade & Public] (Bally’s)
Grand Ballroom
Friday July 29, 2011 through Sunday July 31, 2011
Session 1 [Friday] 6 pm to 10 pm
Session 2 [Saturday] 12 pm to 3 pm
Session 3 [Saturday] 6 pm to 9 pm
Session 4 [Sunday] 12 pm to 3 pm
3. **Sexy Women Eat** (Showboat)
Foundation Room
Friday, July 29, 2011
7 pm to 9 pm
4. **Cheese Steak Battle featuring Guy Fieri** (Bally’s)
Dennis Courtyard
Friday, July 29, 2011
9 pm to 12 am
5. **Wine Unplugged - The Dead** (Showboat)
Club Harlem
Friday, July 29, 2011
10 pm to 1 am
6. **Seminars** (Caesars)
Saturday, July 30, 2011
Champagne and Co.
11 am to 12 pm
Location: Mia
Fast Track to Wine Expertise featuring Michael Green

12 pm to 1pm

Location: Mia

Le Tour de France featuring Michael Green

3 pm to 4 pm

Location: Mia

Mixology Magic

7 pm to 8 pm

Location: Tiberius Room

7. **Blues, Brews and Barbeque** (Showboat)
Music Hall
Saturday, July 30, 2011
1 pm to 4 pm
8. **Fire and Ice** (Bally's)
Dennis Courtyard
Saturday, July 30, 2011
4 pm to 7 pm
9. **Sunset Sliders with Sunny Anderson** (Caesars)
Pool Deck (Contingency - Pier Shops at Caesars, formerly Sonsie or Dennis Courtyard at Bally's)
Saturday, July 30, 2011
5 pm to 8 pm
10. **Sweet and Stylish hosted by Sunny Anderson** (Caesars)
Palladium Ballroom
Saturday, July 30, 2011
9 pm to 12 am
11. **Drew Estate Cigar and Whiskey Gala** (Caesars)
Spa Deck (Contingency - Dennis Courtyard at Bally's)
Saturday, July 30, 2011
10 pm to 1 am
12. **Sun, Sand and Organic** (Bally's)
Bally's Beach (Contingency - Dennis Courtyard)
Sunday, July 31, 2011
1 pm to 4 pm

This approval is subject to the following conditions:

1. Only the respective Petitioners' alcoholic beverage stock may be used for the Festival events and may only be served by the respective Petitioners'

CHAB employees.

2. Petitioners will conduct the Festival events in accordance with the description and representations contained in PRN 1741103, including the submitted security plan.
3. Petitioners are to assure that any suppliers', wholesalers' or manufacturers' representatives attending the Festival events are in possession of the required permit to participate as set forth in *N.J.A.C. 13:2-37.1(b)(5)*.
4. Petitioners are to notify the Division of Gaming Enforcement of any material changes in the Festival events.
5. Petitioners will be jointly and severally liable for any violations of applicable alcoholic beverage laws and regulations of the New Jersey Division of Alcoholic Beverage Control and the Division of Gaming Enforcement that may occur during the Festival events.
6. Petitioners are required to obtain all necessary approvals from all other appropriate governmental agencies prior to conducting the Festival events.

As Petitioners will donate a per-ticket donation to the Susan G. Komen Breast Cancer Foundation, as the charitable sponsor of the Festival, the Division will issue Social Affair Permit **2011-186-SA** to the Susan G. Komen Breast Cancer Foundation.

Dated:

July 22, 2011



DAVID REBUCK
ACTING DIRECTOR